WYBC 640 ON YOUR DIAL
YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE 5-6284

January 8, 1949.

## YALE BASKETBALL NETWORK

## STANDARD BROADCASTING PROCEDURE

Pursuant to agreements with the Yale Athletic Association, WYBC, the Yale Broadcasting Company, Inc., will be the originating station for all basketball games held in the Payne-Whitney Gymnasium during the actual school year. Radio stations carrying the games will receive them via telephone lines from WYBC in accordance with the following procedures:

BROADCAST TIME: 8:40:00 WESTERN UNION-NAVAL OBSERVATORY TIME This is subject to change for various games. Individual stations will be informed at least 24 hours in advance, if there is a change in time.

SPONSORSHIP: Sponsorship of any games will be by individual stations only. Commercials will be aired from the actual stations involved, and ALL COMMERCIAL COPY MUST BE CLEARED THROUGH THE YALE ATHLETIC ASSOCIATION, Office of Mr. Perkins, BEFORE BROADCAST TIME. INDIVIDUAL STATIONS WILL BE RESPONSIBLE FOR CLEARING THEIR OWN COMMERCIAL COPY.

STATION BREAKS: Station breaks will be 30 seconds in duration and will occur at or between the following times:
8:55-9:05 P.M.
9:45-9:55 P.M.
AND FOLLOWING HALF-TIME FILLS WHICH WILL BE PROVIDED BY EACH STATION.

SPORTSCASTER WILL CUE FOR BREAKS WITH THE FOLLOWING:
"WE NOW PAUSE 30 SECONDS STATION IDENTIFICATION. THIS IS THE YALE BASKETBALL NETWORK."

**ENGINEERS:** Stations carrying the game from WYBC will be patched in directly to the Payne-Whitney Gym. Engineer at the Gym will continue to feed crowd noise during the break so that individual stations may air commercials over noise if desired. Sportscaster will resume talking after exactly 30 seconds.

**HALF-TIME PROCEDURE:** The sportscaster will cue stations after a brief recap of the first half with the following:

"AND NOW UNTIL WE ARE READY FOR THE START OFTHE
SECOND HALF, WE RETURN YOU TO OUR STUDIOS.
THIS IS THE YALE BASKETBALL NETWORK."

During the half-time period WYBC studio engineer will be in direct phone contact with the stations carrying the game to keep them posted on the time remaining in the period, which should normally run about 10 minutes. WYBC studio engineer will give each station one minute motice before the game shall be resumed. Inasmuch as he will be in contact with stations carrying the game, the Gym, and the New Haven Arena, WYBC studio engineer will be able to talk over the line to each station only at various intervals. In the final 15 seconds of the 1 minute period, each stations hsould close out with a station break.

**WYBC ENGINEER:** WYBC engineer at the Gym will take all his cues from WYBC station break. He will then wait 5 seconds before giving sportscaster the starting signal.

**COMPLETION OF THE GAME:** Following the recap, the sportscaster will close with the following:

"AND NOW WE RETURN YOU TO OUR STUDIOS FOR THE
TIME AND THE DATE OF THE NEXT BASKETBALL BROADCAST OVER THIS STATION.
THIS IS THE YALE BASKETBALL NETWORK.
Individual stations will then close out from
their own studios.

Every effort will be made by this department to adhere to the above procedure to assure good production for all concerned. All stationed are cautioned to have an emergency musical fill ready.

Howard Eaton, Jr.
Ass't. Program Director